



Plain Talks

GULF STATES UTILITIES CO.

AUGUST, 1956

Plain Talks

August, 1956

Vol. 34, No. 8

A magazine for employees of Gulf States Utilities Company

PLAIN TALKS is issued by the Advertising Department, Gulf States Utilities Company, Lock Drawer 2951, Beaumont, Texas. Kenneth Sutton, advertising director; James S. Turner, supervisor of publicity, Jasper F. Worthy, contributing editor, Baton Rouge.

Not An Easy One to Fill

Perhaps you didn't notice, but after many happy years the name of Jerry Stokes is missing from the Masthead of PLAIN TALKS. His promotion to the Claim Department leaves a hole in our editorial lineup which will be hard to fill. Under his supervision PLAIN TALKS has developed into one of the finest publications of its kind. About as good a way to say how much we miss Mr. Stokes is to say that if you find we are a bit below our usual standard of excellence for a few issues, just remember that hole he leaves in the masthead isn't an easy one to fill.

K.S.

More 'Giveaway' Propaganda

The policy of the Eisenhower administration which seeks to encourage industrial development by a partnership between government and free enterprise, instead of setting up government competition intended eventually to destroy free enterprise, is scornfully rejected by Oscar L. Chapman, former secretary of the interior in the Truman administration.

In a pre-convention blast evidently intended for political effect, Mr. Chapman says: "Partnership, Eisenhower style, is nothing more or less than an unholy alliance between the federal government and the private power companies of America."

A typical example of New Deal philosophy, and there is about as much truth in it as there is in the protestations of Moscow's propagandists that the only genuine democracy is communism.

New Dealers, Socialists and their political allies harp endlessly on what they call "giveaway" programs. Who is giving away what? When a bipartisan federal authority, FPC, carefully studies the merits of a proposed power development in Hell's Canyon and finally decides that there is no justification for the government to spend possibly half a billion dollars of American Taxpayers' money, building a high dam in Hell's Canyon when the Idaho Power Company is willing and financially able to build smaller dams which will produce as much power as the government dam without using one cent of taxpayers' money, that is a "giveaway."

It is astonishing how such nonsense can be accepted as gospel truth by a good many Americans. Maybe they believe it because they want to believe it.

If the advocates of centralized government could once get control of the power industry in this country by scattering government dams and power-generating plants like TVA all over the nation they would be well on their way to nationalizing coal, iron, steel, transportation and every other important industry in the United States still in private hands.

This, of course, is their ultimate objective. If the American people are not more vigilant in defense of their rights and liberties, founded largely upon the free enterprise system, they may find themselves in a political straightjacket before they realize that they themselves have "given away" their national heritage as free men and women.

—THE BEAUMONT ENTERPRISE, 8/10/56.

DIRECTORS

Munger T. Ball, Port Arthur; William R. Bell, Beaumont; Thomas J. Hanlon, Jr., Prairieville; Harold C. Leonard, Baton Rouge; Roy S. Nelson, Beaumont; Will E. Orgain, Beaumont; C. Vernon Porter, Baton Rouge; Edward H. Taussig, Lake Charles.

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OUR COVER



SCENES such as the one on our cover are familiar to everyone. Next month schools throughout our service area will open for another year, and we should discipline ourselves to drive even more carefully than usual when near schools and school crossings. The cover picture reminds us to make the way safe for the kids, whether we are driving a Company vehicle like the one in the picture or our personal automobile.

30 Minutes on TV

TELEVISION has more or less become an accepted media of entertainment and education without much thought by the viewer as to what efforts go into preparing a program for presentation.

We turn a dial and, with the aid of Reddy Kilowatt, the screen is illuminated. Twist another to bring the picture in sharply. Then we may sit back and enjoy a 30-minute program that took many hours or days to write, direct and produce.

On July 16, President Roy Nelson was the guest of Mr. Howard Hicks of the Beaumont Chamber of Commerce on "Scanning Skylines," a television program presented from 9:30 to 10:00 p.m. each Monday by the Chamber.

A Plain Talks camera was present during the program rehearsals to bring to our readers a picture story of some of the necessary spade work that goes into a TV show.

An estimated 40,000 people witnessed the program, which consisted of a dialogue between Mr. Nelson and Mr.

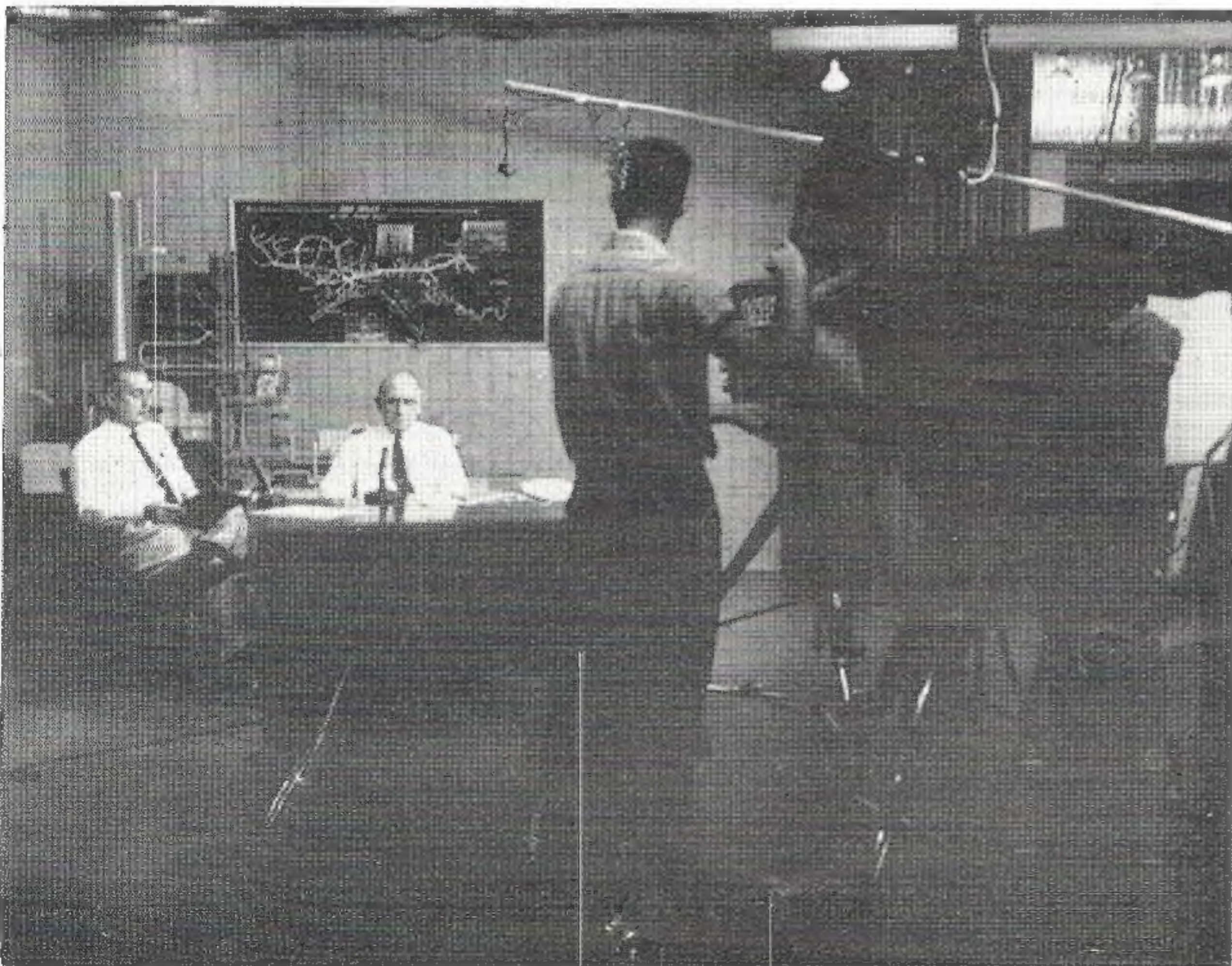
Hicks with the use of tabulations, graphs, and a scale model of a new unit to point up the information and ideas presented.

During a well rehearsed and directed TV show the home viewer never sees the light globes, cameras, other props and TV crewmen working behind the scenes. It is not intended that a lengthy script be memorized. Thus Mr. Nelson developed the story in his own words with cues from Mr. Hicks and the props to serve as guideposts.

Mr. Nelson outlined our "independence," how we are financed and are publicly "owned," how we plan for the future, and how our rates have remained low. He pointed out how the atom fits into the power picture and what we and the industry are doing about it. He reviewed our safety and employee welfare programs and expressed confidence for the future.

The accompanying behind-the-scenes pictures show some of the preparatory work required to tell the "Gulf States Story" on television.

Mr. Hicks begins the program at rehearsal, asking Mr. Nelson what the Company is and who owns it. Cameramen adjust lights and microphones; get cues from the director watching from a nearby booth. In background is a scale model of a new power unit.



Mr. Nelson traces transmission system on Gulf States service area map, which covers some 28,000 square miles. Cameraman focuses for close-up.

Monday — 9:35 p.m. Over 40,000 viewers in the Beaumont area watch the Company's president on "Scanning Skylines" as he develops the "Gulf States Story."



Oil Maintenance Costs Will Be Reduced With Mobil Filter

By **JACK KIRKLAND**
Engineer
System Operations

Constant efforts to protect and improve Gulf States investments in power equipment results in time-saving and money-saving ideas almost every day throughout the Company.

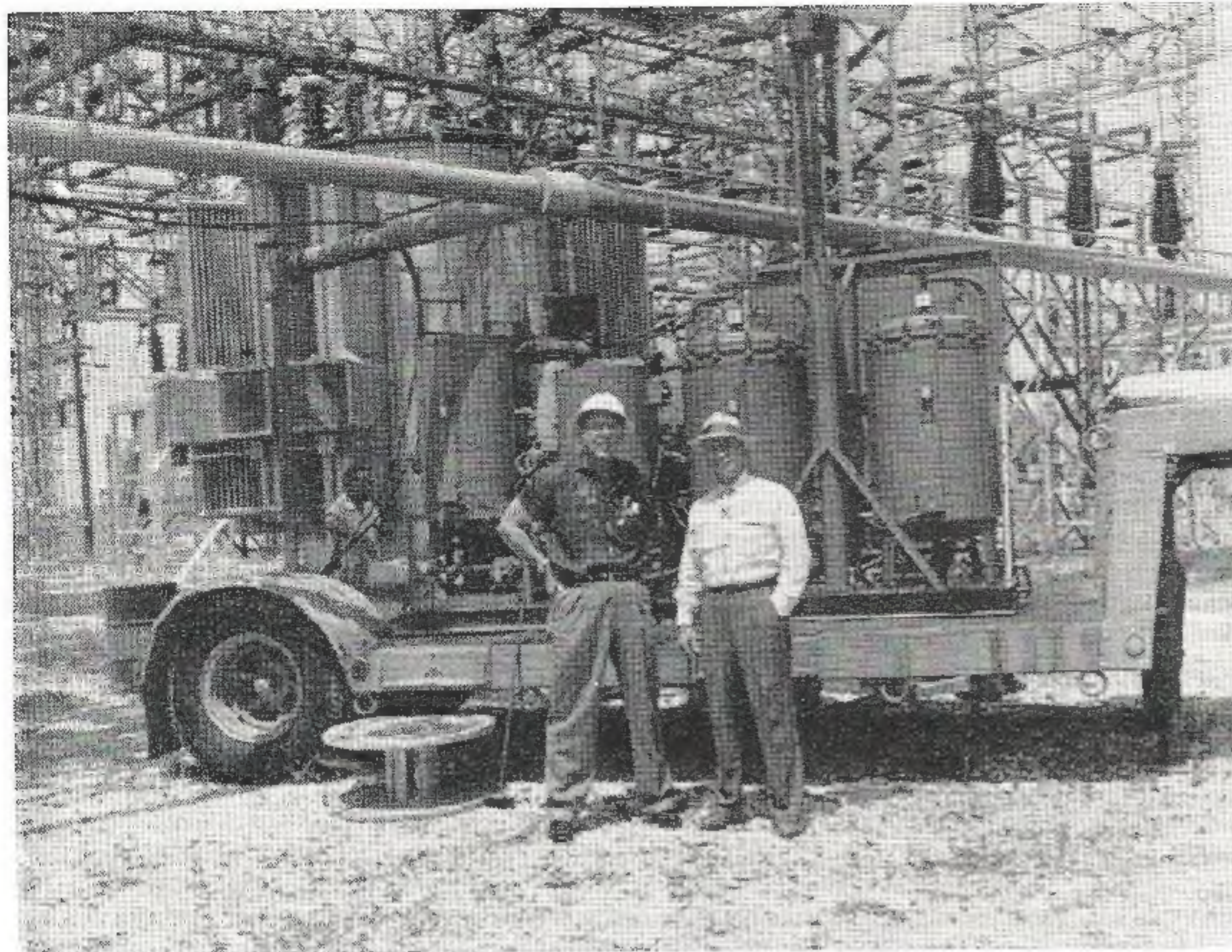
One of the latest cost-reducing ideas concerns refining of insulating oil.

For several years the Company has considered a process of refining or reclaiming contaminated insulating oil that would reduce oil maintenance and replacement costs on a systemwide basis.

The problems' solution — a 600 gallon-per-hour Houdaille Purivac oil filtering unit, mounted on a trailer for mobility.

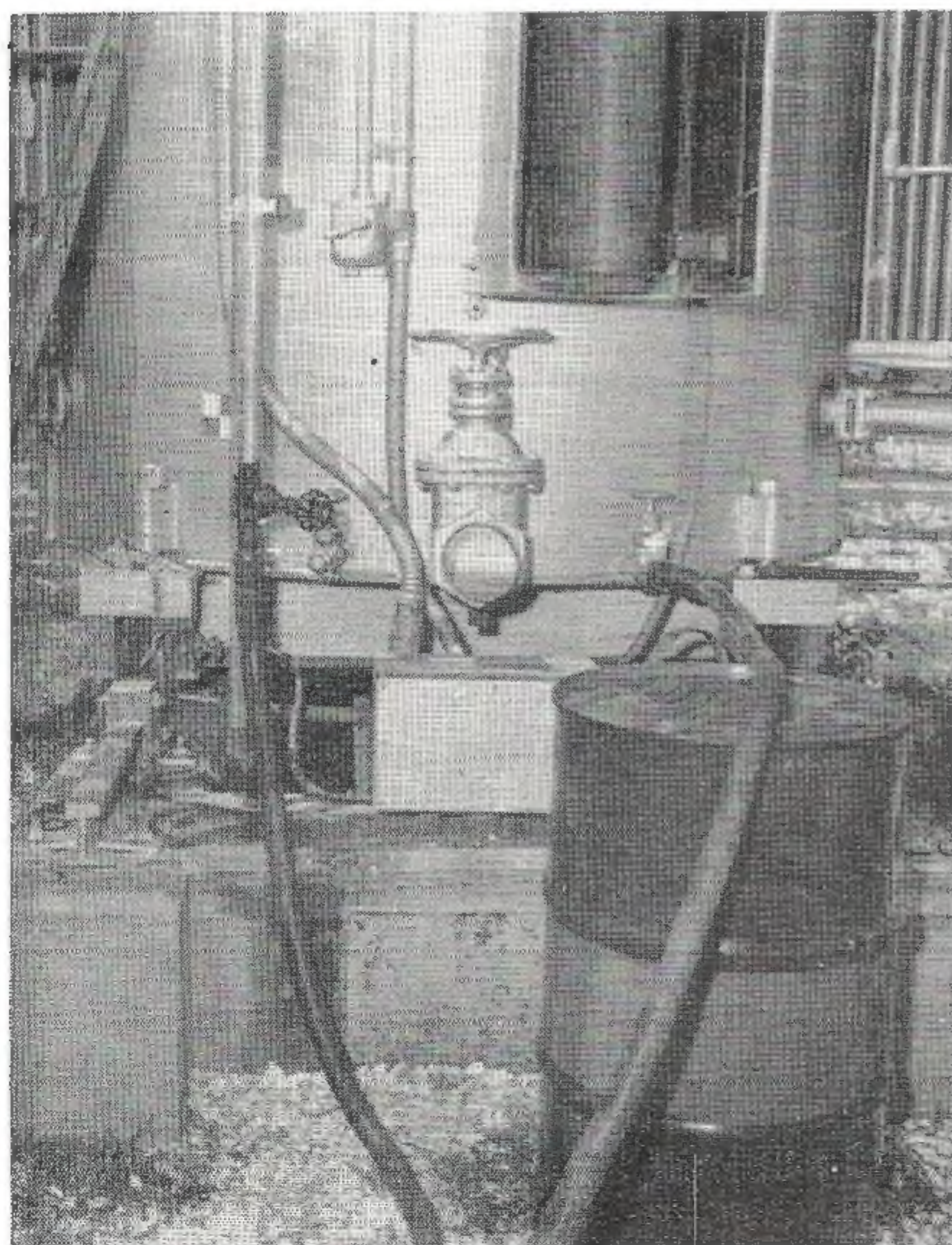
Division General Substation Foreman R. N. Rouse, R. P. Griffith, J. F. Simonson and J. G. Hotard; Mr. R. O. Hopkins of the system operations department, and Mr. J. R. Watson of

(Continued next page)

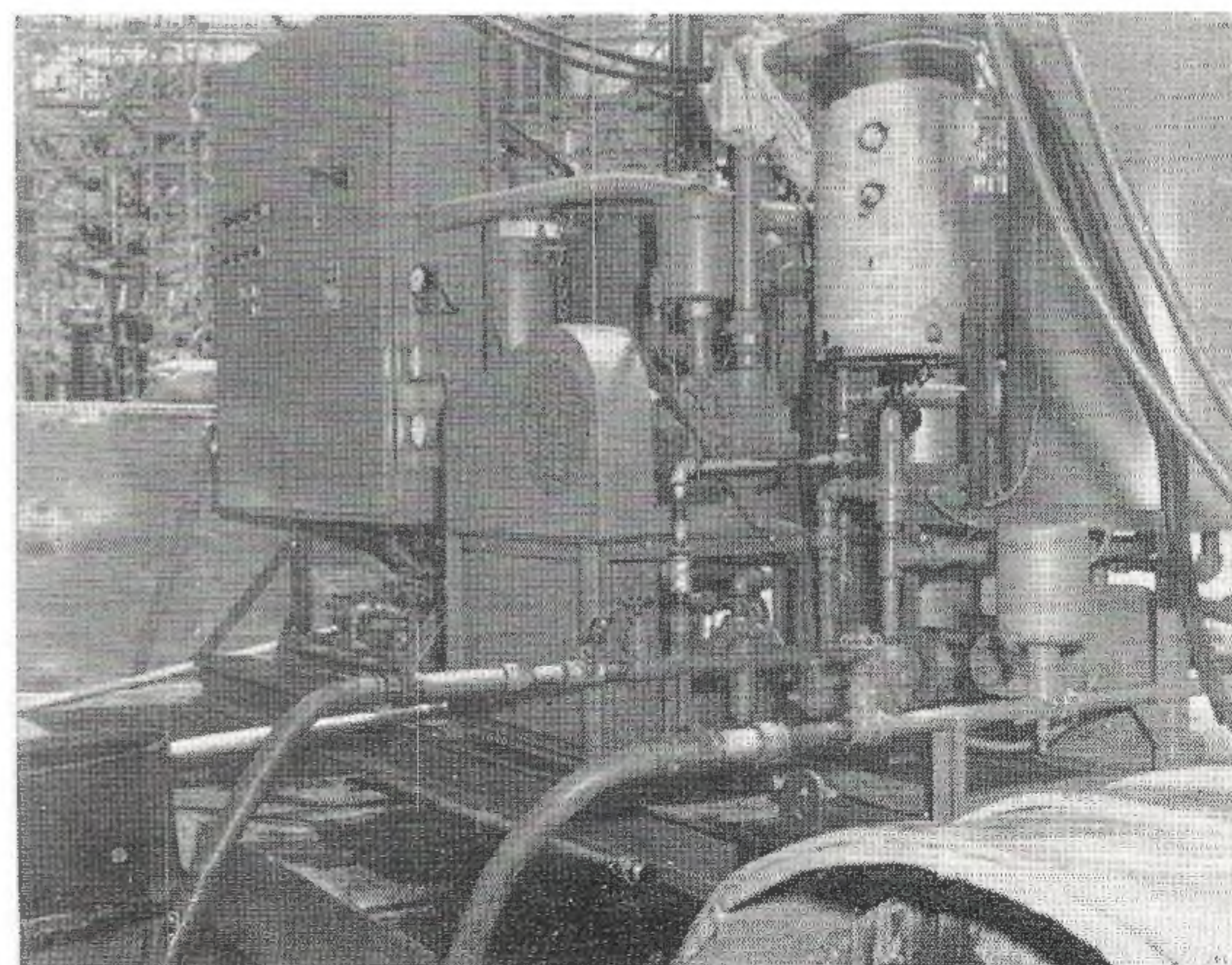


G. G. Hall, Neches Station electrical supervisor, and Jack Kirkland, Engineer system operations, are shown here with a full view of the Houdaille Purivac oil filtering unit, mounted on a temporary trailer for mobility and in operation on a transformer at Neches Station.

Oil is drawn from transformer through line at right and is pumped back from filtering unit through line at left. Filtering oil can safely be refined while the transformer is energized.



A closer look at the filtering unit shows the two lines that carry oil to and from the unit which are hooked up to the lines running to the transformer. Insulated lines in upper right are temporary electrical supply lines. Box in upper left is control panel.



W. R. Bell Retiring After 45 Years Service

WILLIAM R. BELL, executive vice president of our company, will retire September 1, concluding a long and distinguished career in the electric utility industry which began 45 years ago.

A native of Kentucky, Mr. Bell graduated from Rose Polytechnic Institute an electrical engineer in 1912 and was employed by the Paducah Light and Power Company prior to his graduation from college. He became assistant superintendent of light and power of Baton Rouge Electric Company in 1913 and was sales manager there from 1917 to 1920 when he was transferred to Haverhill, Massachusetts as sales manager of the Haverhill Gas Light Company.

He later was sales manager and general superintendent of light and power of the El Paso Electric Company, returning in 1930 to Baton Rouge as general superintendent of Baton Rouge Electric Company and as a director, vice-president, and general superintendent of Louisiana Steam Generating Corporation. Louisiana Steam Generating Corporation built Louisiana Station to furnish process steam and electricity to the Esso Refinery and other industries in the great



William R. Bell

Baton Rouge industrial area. This was a pioneering project in the industry and the arrangement continues today with the service to the industries providing a substantial part of our income. For several years he was vice president of Baton Rouge Bus Company. Mr. Bell remained in Baton Rouge until 1947, when he came to Beaumont to be operating vice-president, Texas. He has

been a member of the Board of Directors of GSU since 1948.

Due to the rapid growth and expansion of Gulf States in recent years the need for executive management was greatly increased. Mr. Bell was designated an executive vice-president in August, 1955 to help satisfy this need for executive management on important problems constantly developing in the Company.

Most recent of his many important assignments during his long career with the company has been direction of remodeling of the 22 story building, formerly the Edson Hotel, into a general office building for the Company.

Mr. Bell was a member of the National War Labor Board, Region 8, 1943-45 inclusive. He has been active in the Texas Safety Association of which he is presently Finance Committee Chairman for Utilities. He is a director of the Community Council of Beaumont and for many years a member of the board of Family Service.

With Mrs. Bell he plans an extended tour of the South and East visiting relatives and friends following retirement. They will return after several months and continue to make their home at 590 19th Street.

Mobil Oil filter Operation—Continued

Purchasing, contributed to the investigations which led to the selection of the pressure-type filter unit now in use.

Periodic blotter-press filtering has been utilized for the removal of sludge particles and moisture from insulating oils in transformers, oil circuit breakers, and other oil-filled equipment. The blotter-press, however, has its limitations and is not a refining or reclaiming apparatus.

Thus an economical program for refining insulator oil became an ever increasing need. Studies were made on new insulating oil costs compared to estimated refined oil costs.

In May the Houdaille Purivac unit was purchased and the trials began. It has already been used on two transformer banks at Neches Station. During the initial run on June 7 — 6,400 gallons of oil in the No. 6 bank were refined and a week later the unit was utilized to refine 20,400 gallons of oil in the No. 3-A bank. The unit was

also used at Port Allen, La., early in August.

The unit circulates oil at a rate of 600 gallons-per-hour from the bottom of a transformer or a tank through a Fullers Earth filter charge packed in two pressure purifier chambers. The oil is then heated to a temperature of 140 to 160 degrees and sprayed into a de-hydrating and de-gasifying chamber under about 27 inches of vacuum.

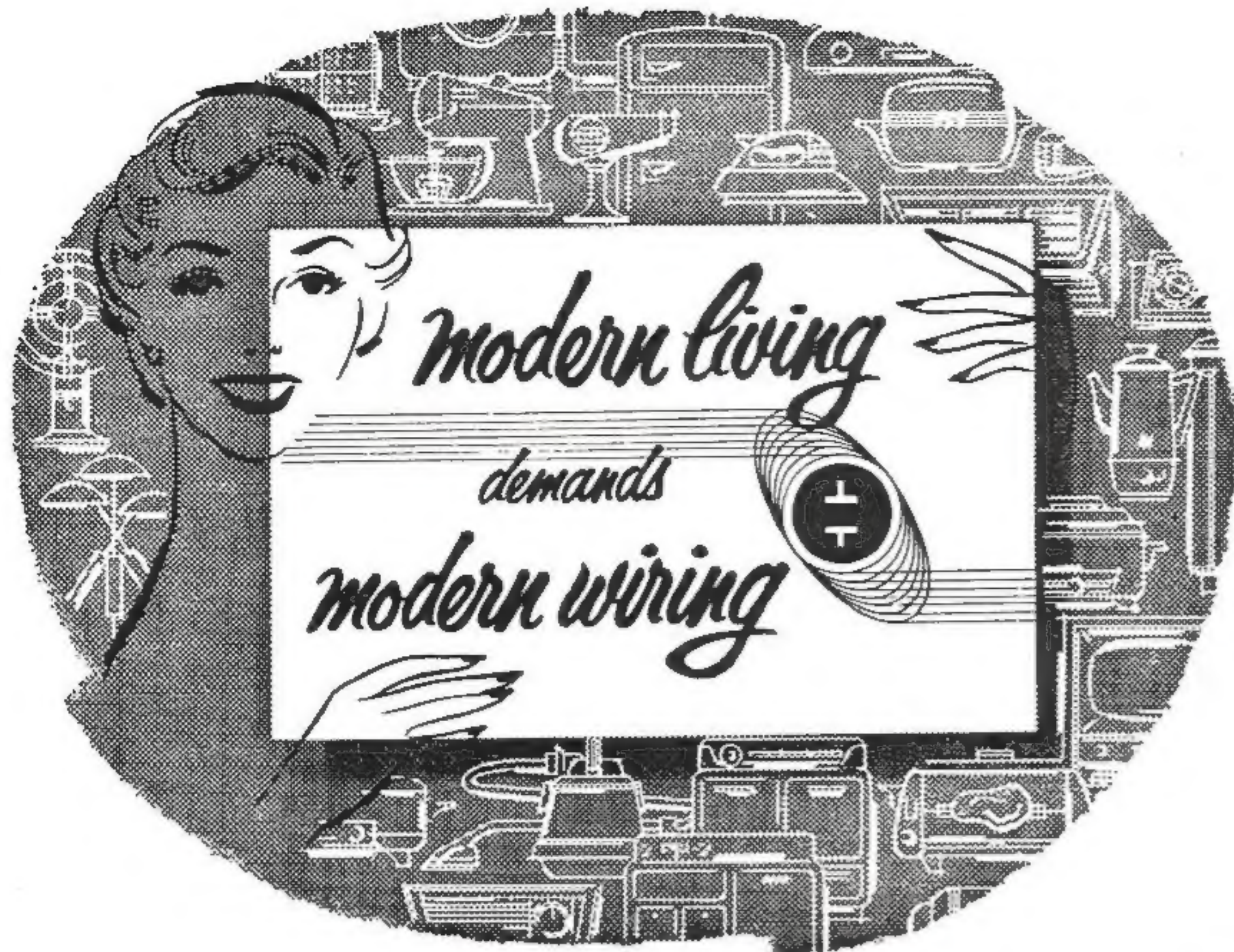
From the de-hydrator the oil is returned to the transformer or tank for re-circulation as necessary to remove the impurities. Sludge, asphaltenes, acids, and other soluble and insoluble contaminating products are removed in the Fullers Earth filter by absorption. Gases and soluble and insoluble water is removed from the oil by the vacuum de-hydrator unit.

After re-circulation through the filtering unit for the necessary number of times, the oil is returned to a refined and re-conditioned state.

Figures are not yet available for savings realized by reclaiming the insulating oil instead of replacing it. However from the results of just a few weeks of operating experience, it is believed that this program will prove a profitable one from an oil maintenance standpoint.

In addition to savings realized by reclaiming the oil, the Purivac unit will make possible a much improved "preventative maintenance" program for oil-filled equipment. Interruptions to service for oil maintenance purposes may also be eliminated since the unit may be operated while transformers are energized.

Reports from other companies with similar programs show a cost of from seven to 20 cents a gallon to reclaim oil. However, we look forward to being able to reclaim oil at a much lower cost per gallon than the present cost per gallon of new replacement oil when the program reaches full scale operation.



for full **HOUSEPOWER**

JUST as our homes, from time to time need a new roof or another coat of paint, so does the **HOUSEPOWER** (wiring system) in our homes need overhauling and modernizing.

Between the Gulf States meter and the customer's newest appliance is a growing problem—called poor **HOUSEPOWER**.

New Appliances Added

The average customer is using far more electricity than ever before. He has more and better lighting, and he continues to add new appliances such as air-conditioners, clothes dryers, television sets and food freezers.

An estimated 170,000 of the 228,000 homes in the Gulf States service area are in need of electrical modernization, Victor Gayle, Sales Promotion Director for the Company, has pointed out.

"More than 20,000,000 American homes in which modern electrical appliances are constantly being added have **HOUSEPOWER** that is obsolete and under capacity," Mr. Gayle said.

Use more than Doubled

"The average use of electricity in homes in this area, as elsewhere in the nation, has doubled in the past ten years and is expected to double again by 1965," Mr. Gayle said. "We are entering a new era of 'live better electrically' that will tax home wiring facilities beyond efficient limits—unless obsolete wiring is overhauled," he said.

As the customer needs it, we make

more electricity available to him. We install more power plant capacity, build more and bigger lines, exchange little transformers for big ones. But, unless the customer does something about his own wiring system, he can't use this increased capacity effectively.

Principal factors determining full **HOUSEPOWER** are the purchase of additional appliances; home remodeling, and added convenience. Home air conditioners, electric ranges, clothes dryers and water heaters are among appliances already in common use that are calling attention to insufficient circuits in many homes.

Circuit is Overloaded

Take a circuit with a safe current capacity of 15 amperes and a power capacity of about 1,650 watts. Plug in an electric iron, a television set and an electric coffeemaker, and you're using over 2,000 watts. The circuit is overloaded. Yet, many homes — even modern ones — have fewer than four such circuits to handle all the lighting and dozens of appliances in general use today.

Overloaded circuits mean blown fuses, dimming of lights, poor performance by appliances and possible fire hazards. Unless the customer understands why he is having these troubles, he may blame them on poor electric service.

"Because the average person sees his wiring adequacy only at the fuse box or outlet level," Mr. Gayle said, "most of

us forget that the wiring system in our homes may need overhauling and modernizing just as much as the house needs a new roof or a new coat of paint." It's because of this lack of awareness by the public that the **HOUSEPOWER** campaign has been launched locally and nationally.

Ads Run 26 Times

The campaign is being supported by an extensive promotion program including national magazine advertising, newspaper and television promotion by member management-owned utilities, by electrical manufacturers, appliance manufacturers, electrical contractors and appliance dealers. Shown on next page are reprints of Gulf States **HOUSEPOWER** ads that are scheduled to appear in daily and weekly newspapers throughout the service area a total of 26 times during August.

Read these advertisements and see how you can have full **HOUSEPOWER**. Keep in mind not only the electric appliances you now have but also those you may want to add in the near future.

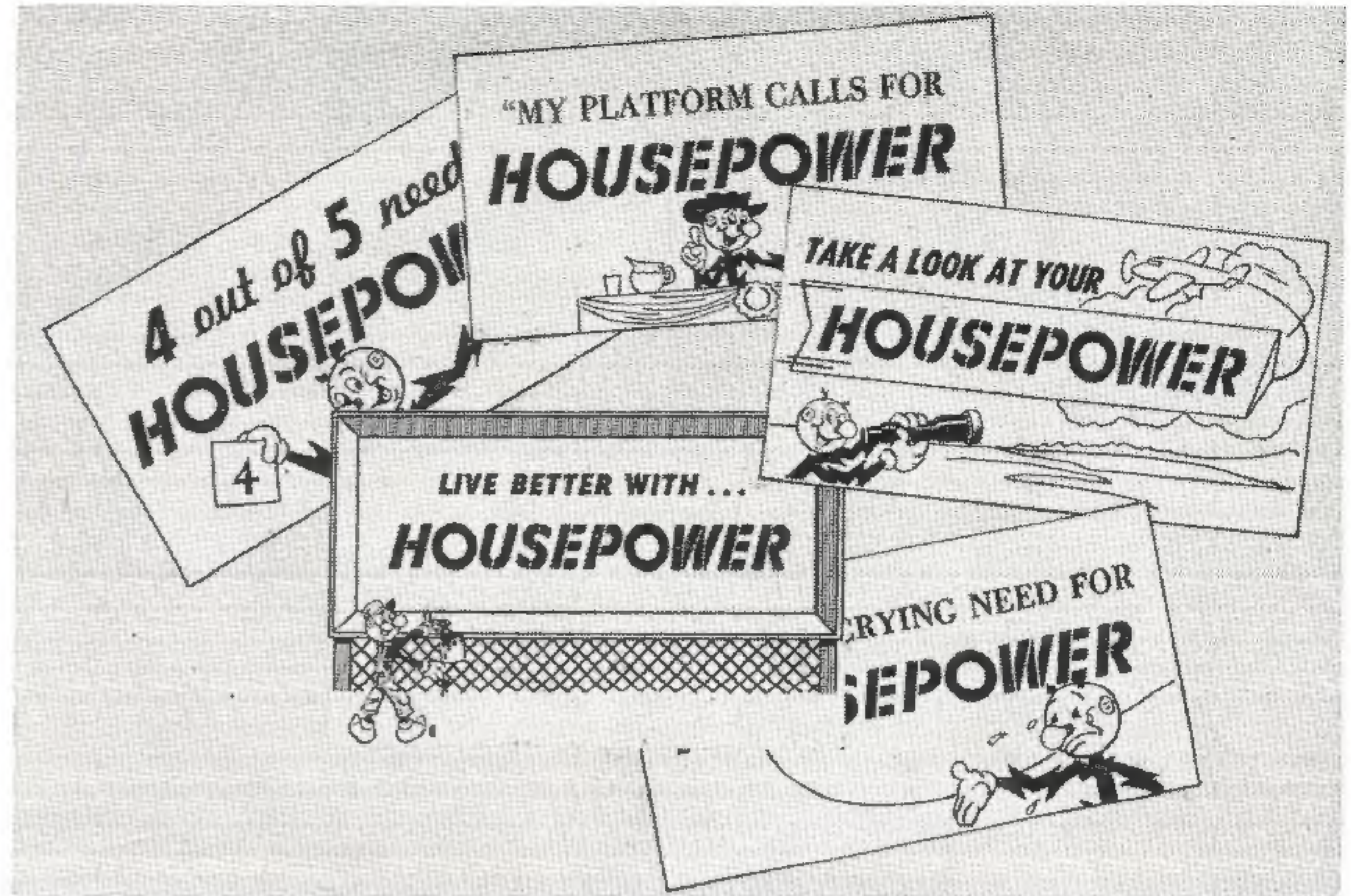
To make sure you have full **HOUSEPOWER**, call Gulf States Utilities or an electrical contractor. They will tell you how you can have your wiring system checked, and get a cost estimate of the additional wiring you may need for full **HOUSEPOWER**, without obligation. Then you too can, live better . . . electrically.

Try the Breakfast Test

Check your **HOUSEPOWER** with this simple breakfast test. Assemble the appliances you would normally use for breakfast — coffemaker, waffle iron and electric frypan and toaster. (An iron is a good substitute for any of these appliances you may not have.) Have a table lamp plugged in nearby.

Plug in and turn on the toaster and coffemaker watching the table lamp to see if it dims. If light dims, you need more **HOUSEPOWER**. Be sure to have a spare fuse on hand before continuing.

Leave toaster, coffemaker and lamp in operation. Plug in the frypan or waffle iron. Be sure all appliances are operating. If the light does not dim and if the fuse does not blow out, your wiring is probably satisfactory for present load.



Customers of Gulf States are being introduced to the necessity for better wiring through **HOUSEPOWER** advertising during August in newspapers as well as other media. Above and below are reproductions of the newspaper ads, scheduled to appear a total of 26 times this month, that will remind you how you can have full **HOUSEPOWER** and live better electrically.

LIVE BETTER...ELECTRICALLY WITH FULL HOUSEPOWER

ENTER THE \$100,000 CONTEST

It's easy to win. Pick up your entry blank and enter it today! Win up to \$10,000 in cash or a wonderful appliance prize.

4 OUT OF 5 HOMES HAVE LOW HOUSEPOWER

ENTER THE \$100,000 HOUSEPOWER CONTEST

It's easy to win. Pick up your entry blank and enter it today! Win up to \$10,000 in cash or a wonderful appliance prize.

WHAT IS A FULL HOUSEPOWER HOME?

ENTER THE \$100,000 HOUSEPOWER CONTEST

It's easy to win. Pick up your entry blank and enter it today! Win up to \$10,000 in cash or a wonderful appliance prize.

ON HOUSEPOWER* WIN \$10,000-OVER 1000 PRIZES

It's easy to win. Pick up your entry blank and enter it today! Win up to \$10,000 in cash or a wonderful appliance prize.

LET LOW COST Gulf States SERVICE HELP YOU LIVE BETTER

HOUSEPOWER AND LOW COST Gulf States SERVICE HELP YOU LIVE BETTER

HOUSEPOWER AND LOW COST Gulf States SERVICE HELP YOU LIVE BETTER

HOUSEPOWER AND LOW COST Gulf States SERVICE HELP YOU LIVE BETTER



A game of chase — a game of chance. Children using a street for a playground can lead to death and disaster unless the automobile driver keeps his vehicle **UNDER** the speed limit and **UNDER CONTROL**.



An accident with a child can cause you many sleepless nights. In 1955 480 deaths were recorded as a result of automobiles colliding with children on bicycles.

Drive Carefully-- Children at Play

Children often cross the street while playing ball or chase, and they sometimes skate and ride their bicycles in the street on their way to school. Especially in the congested residential areas we, as drivers, must keep our automobiles under complete control at all times and maneuver them carefully—with children at play.



Did you know that the road space 17 feet in front of your automobile and 19 feet to the rear from the driver's seat are "blind areas?" The National Safety Council reminds us to look behind and in front of an automobile before entering it and driving off. Children often play hide-and-seek around parked vehicles as shown above.

This youngster decided to try his new skates out in the street. The driver coming up from behind must be on the "defensive" in order to avoid an accident. Accidental motor vehicle deaths among children between the ages of 5 to 14 years totaled 2,350 in 1955, while non-motor vehicle deaths among children in the same age bracket amounted to 2,250 last year.

Children become so occupied when playing ball they sometimes venture into the street without thinking of the danger. If the motorist isn't a quick thinker or careful driver a cheerful game can end in tragedy. Check your breaks and your ability to apply them in time.



Officials Address

TV Audience

Three officials of our Company, Mr. Nelson, Mr. Leonard and Mr. Granau, appeared briefly on television in our service area Sunday afternoon, August 12 and 19, speaking on the Company's program to provide for the electrical needs of our service area and of the growing importance of HOUSE-POWER "in the home."

The three messages were carried during the Westinghouse Pre-Political Convention Telecasts on the CBS network.

Through the courtesy of Westinghouse, Mr. Nelson made his talk from KFDM in Beaumont, Mr. Leonard spoke from WAFB in Baton Rouge, and Mr. Granau talked from KTAG in Lake Charles.

Savings Bond Offered For Best Safety 'Slogan'

A 25 dollar savings bond will be awarded to the employee sending in a one or two-word safety slogan which best typifies a warning to employees working on or near an energized conductor, around fast moving machinery or heavy equipment, according to Safety Director Frank Jones.

The contest, which started in May, will end October 15. The rules are simple. Just think of one or two words that a Company employee can use instantly to warn another that he is in a dangerous area or nearing danger at that moment.

"An exmple of the kind of word we are looking for is the word, 'headache,' which is used when a worker drops something from the top of a pole or other high places," Mr. Jones said.

An employee sending in a slogan should be sure his or her name is signed. Those who have already sent in slogans without names attached are asked to re-submit them.

Send the slogan to your Safety Representative, Supervisor or directly to the Safety Director. The winner will be announced in the November PLAIN TALKS.

McCoppin, Cates To Become Annuitants



John McCoppin Sr.

JOHN T. McCOPPIN SR., veteran production department employee at Neches Station will retire September 1, after 37 years of service.

Born in Quintana, Texas, Mr. McCoppin's Gulf States service dates back to 1919, when he was employed by the old Orange Ice, Light and Water Company at Orange. However his service in the electric business began in 1911. That year Mr. McCoppin worked for Consumers Light and Heating at Ft. Worth and the following year for Brush Electric Light in Galveston.

In 1913 he moved to Brownsville, where he was employed by the Brownsville Ice, Light and Water Company for two years. The next four years he worked for the National Shipbuilding Company in Orange before joining Gulf States in 1919. Mr. McCoppin served as plant electrician at Orange from 1925 to 1941, at which time he was promoted to master electrician. In 1953 he was transferred to Beaumont as master electrician, his present position.

New Plan Favored

The results of the recent election indicated a majority of the members of the Benevolent Association preferred the Blue Cross-Blue Shield Plan to the Equitable Plan, now in effect.

If 75 per cent of the members complete and sign the Enrollment and Information and Acceptance and Payroll Deduction Authority cards before August 31, 1956, the Blue Cross-Blue Shield Plan will become effective at 13:01 a.m., October 1, at which time the present plan will be cancelled.



Jim Cates

JIM H. CATES, engineering assistant at Huntsville retires September 1, after more than 44 years of service with Gulf States and associated companies. Mr. Cates began with Gulf States as chief electrician at Huntsville in 1925, but his utility service dates back to Jan. 1, 1912. Prior to joining Gulf States he was employed by the Huntsville Light and Power Company.

Mr. Cates was employed as a serviceman from 1925 to 1937. He was made an operator Combination Plant B in 1948 for five months, at which time he was promoted to engineering assistant, his present position.

Mr. Cates was born in Huntsville and received his education in New Waverly, Texas.

NOTE TO ALL GULF STATERS
going on vacation: Vacations are excellent times to take pictures, and we're sure you'll have your camera along this year. PLAIN TALKS would like to share some of your pictures with fellow employees. How about sending us a print of you and your family while relaxing on vacation, or whatever you're doing. We will gladly return the print. Just give it to your department or district reporter or send it to us direct. Be sure to give us your name and the names of others in the picture and where the picture was taken.

SERVICE AWARDS

40 Years



E. J. Clubb
Distribution
Beaumont



W. L. Harger
Production
Baton Rouge

30 Years



G. B. Oglesbee
Distribution
Beaumont



N. C. Spencer
Engineering
Beaumont



S. G. Sibley
Distribution
Lake Charles



F. E. Seyforth
Distribution
Beaumont



C. F. Contois
Sales
Beaumont



J. H. Albe
Distribution
Beaumont

20 Years



D. F. Latimer
Sales
Baton Rouge



T. C. Merriman
Distribution
Beaumont



C. R. Brinkley
Superintendent
Woodville



W. L. Parker
Distribution
Baton Rouge



H. E. Norman
T&D
Beaumont



A. W. Baird
Distribution
Beaumont



J. C. Siddall
Distribution
Port Arthur



L. H. Ernst
Distribution
Lake Charles



T. W. Carr
Distribution
Baton Rouge

10
Years



Opal T. Temple
Accounting
Baton Rouge



D. D. Greer
Engineering
Beaumont

gulf staters in the news



Sibbie A. Ristoff
Accounting
Beaumont



J. W. Hurst
Distribution
Jennings



R. E. Massey
Distribution
Beaumont



C. J. McGee
Production
Beaumont



A. N. Hall
Engineering
Beaumont



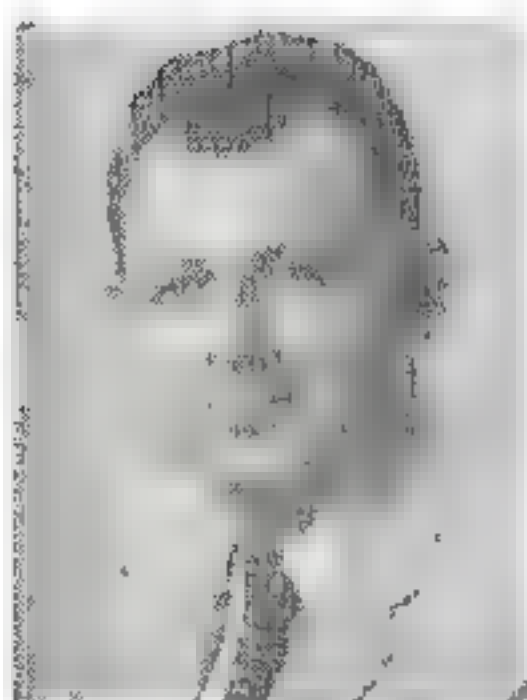
C. O. Baer
Production
Beaumont



Columbus Hanks
Accounting
Lake Charles



W. J. Schumacker
Rate
Beaumont



J. D. Wells
Production
Beaumont



L. J. Gauthier
Distribution
Lafayette



R. A. McReynolds
Distribution
Beaumont



I. P. Gallet
Distribution
Lafayette



R. K. Welch
Engineering
Beaumont



James Wall, Jr
Distribution
Lake Charles



W. S. Norwood
Production
Lake Charles



O. S. Richardson
Production
Beaumont



Harvey Hatch
Distribution
Blacks



Sidney Jack
Gas
Baton Rouge



W. R. Goodman
Production
Beaumont

Thelma Carson of the Kitchen Planning Department, Beaumont, was the guest on Mrs. Gloria DeVore's daily afternoon television program "Woman's World," on July 31.

During the 30-minute show Mrs. Carson talked about kitchen planning and employed miniature kitchen appliances to illustrate how they are used in planning new and remodeled kitchens.

She also showed a series of pictures of some of the outstanding Beaumont kitchens and slides of modern kitchens of tomorrow, pointing out the latest equipment available for modern kitchen use.

V. P. Gayle, director of sales promotion, is chairman of the Residential and Rural Committee of the Southeastern Electric Exchange. The Exchange, made up of 15 to 20 utility companies will hold its annual sales conference October 3-5 at St. Petersburg, Florida.

Cecil S. Crawley, supervisor of buildings and grounds, Beaumont, has been presented the "Garden of the Month" award for August by the Men's Garden Club of Beaumont.

In selecting the most beautiful and best kept yard in Beaumont the judging committee of the Club graded each one on the appearance of its trees, flowers, shrubbery and the general condition of the lawn.

The Men's Garden Club, composed of over 80 business and professional men of the city, inaugurated the program of selecting a "garden of the month" just last month, choosing Mr. Crawley as the first recipient.

T. O. McKnight, Baton Rouge Claims & Safety Representative, has been named Chairman of the Accident Prevention Committee of the Southeastern Electric Exchange.

The **S. A. McKenzie's** just returned from their two-weeks' vacation, which they spent at their camp on False River. Sam reports they had a wonderful time and caught lots of fish.

10
Years



J. M. Stokes



J. E. DeJean



J. S. Turner



J. F. Worthy

Advertising Promotions, Transfers Announced

Four promotions and two transfers concerning personnel of the Advertising Department were announced, effective August 1.

J. M. Stokes has been promoted to be Claim Agent for the Company, J. E. DeJean to be Supervisor of Advertising, and J. S. Turner has been transferred from Baton Rouge to Beaumont and promoted to the position of Supervisor of Publicity. J. F. Worthy has been transferred from Beaumont to Baton Rouge and promoted to the position of Assistant Advertising Director.

Until his new appointment, Mr. Stokes was supervisor of employee publications in the Advertising Department. He has been employed with Gulf States for over 20 years, beginning his employment in 1936 as a draftsman in the Engineering Department at Beaumont. Subsequently he worked as engineering assistant and assistant to the general engineer.

He was transferred into the Advertising Department in 1945 and in 1947

was made Assistant Advertising Director. He was appointed Supervisor of Employee Publications in 1950.

A native of San Antonio, Mr. Stokes attended public schools there and in Victoria where he also attended Victoria Junior College. He graduated from East Texas College of Law with an LLB degree in 1939 and was admitted to the practice of law in 1940.

Mr. DeJean, a native of Port Barre, La., joined the Company in March, 1949, in Baton Rouge as Assistant Advertising Director. Two years later he was promoted to Supervisor of Sales Promotion Advertising in Beaumont, where he served in that capacity until he was named Supervisor of Advertising, effective August 1.

Prior to joining Gulf States Mr. DeJean attended L.S.U., where he received a BA degree in Journalism. Following college he served for one year as editor of the Lafourche Comet in Thibadaux, La.

Mr. Turner began his Gulf States career as Assistant Advertising Direct-

or in Baton Rouge in April, 1951. Prior to coming to the Company he was employed as a reporter on the Bogalusa Daily News in Bogalusa, La., and as public relations officer for the Louisiana State Department of Veterans' affairs in Baton Rouge.

A native of Baton Rouge, Mr. Turner received his BA degree in Journalism from L.S.U. in 1948.

Mr. Worthy joined Gulf States February 1, 1956, as a writer-photographer in the Advertising Department in Beaumont.

A native of St. Joseph, La., where he attended school, Mr. Worthy received his BA degree in Journalism from L.S.U. in January this year.

Prior to coming to work for the Company he was employed for five years by the California Company, Lake St. John, La. He worked for the Baton Rouge Morning Advocate part-time while attending L.S.U.



Receiving achievement awards from President Roy Nelson for attaining 2500 kilowatt hour per home customer usage mark are L. M. Welch, Beaumont division manager, and C. M. Scott, Port Arthur division manager at the department heads meeting July 23. Lake Charles Division also qualified for the award. Mr. Nelson also presented the Kwh Club award (for towns reaching 2500 kwhr) to T. O. Charlton, Orange; C. W. Choate, Anahuac; A. B. Wilson, Vidor, and C. M. DeCuir, receiving the award for Nederland in absence of A. L. Handley. C. M. DeCuir and C. M. Scott are presented the Nelson Trophy by Mr. Nelson for the Port Arthur Division, which gained 37 kwhr in June, highest in the system.



Double barrelled congratulations to agricultural engineer **Dick Krouse** of Baton Rouge, on the birth of twin sons, **Lynn** and **Glynn** at Baton Rouge General Hospital on July 11. **Mrs. Krouse** is the former **Audrey White**, who worked for the company a few years ago. The proud **Krouses** have another son, **Gary**, age 2.

Bill Goff, residential sales supervisor in Baton Rouge, is a grandfather for the third time. Latest is **Edward Randall Smiley**, who was born on July 6 in Baton Rouge, weighing seven pounds two ounces. Mother is the former **Martha Francis Goff**.

Mr. Joe Lopez and wife (he's in Beaumont accounting) announce the birth of a son **Joseph Stanislaus**, born July 20, weighing in at seven pounds six ounces.

Congratulations to **Mr. and Mrs. Cullen J. Rome**, (Lafayette T & D) proud parents of **Karen Ann Rome**, who made her appearance on June 20.

Mr. and Mrs. Joe L. Kelly, Port Arthur Meter department, on the birth of a son, **Jo Dwane Kelly**, May 20.

Mr. and Mrs. J. S. Gray announce the birth of their second child and son, **Joe Carlton**, May 24. **Mr. Gray** is at Louisiana Station.

Joe Robichau (customer accounting) and wife announce the birth of their fourth child, **Susie Jane**, who arrived July 11. Grandfather **H. P. Robichau** (Beaumont billing) is just as proud—**Susie Jane** is his 13th grandchild.

Mr. and Mrs. Raymond U. Prince (he's a serviceman in Baton Rouge appliance department) for their second son, **Robert Thomas**, on July 16.

Mr. and Mrs. Jack Powdrill (he's in Beaumont distribution) on the birth of a son, **Russel Lynn**, June 26. The grandparents are **Mr. and Mrs. La-moyne Goodwin** (he's director of agricultural services, Beaumont).

REDDY'S SALES REVIEW



Range, Water Heater, Freezer Goal Topped With 7,408 Sales

Final results of our May, June, July campaign on ranges, water heaters and freezers showed the biggest campaign in the history of our Company.

The five divisions registered 127 per cent of the assigned quota. Reports show range sales totaled 3,468, water heaters 655, freezers 3,285, a total of 7,408 units.

Navasota was the leading division with 209.62 per cent of its quota.

The Results:

Division	Range Sales	Water Heater Sales	Freezer Sales	Total
Navasota	410	128	682	1220
Lake Charles	715	217	651	1583
Port Arthur	477	57	425	959
Beaumont	983	194	803	1980
Baton Rouge	883	59	724	1666
System Totals	3468	655	3285	7408

Fry Kettle Campaign Ends With 120 Percent of Quota Made

In commercial sales, the fry kettle campaign produced 120 per cent of its quota. Final results of the two-month campaign showed 143 units sold. Navasota again was the leading division with 181.3 per cent of its assigned goal.

The Results:

	Quota	Sold	Per Cent
Navasota	16	29	181.3
Lake Charles	24	33	137.5
Beaumont	35	39	111.4
Baton Rouge	31	31	100.0
Port Arthur	13	11	84.6
System Totals	119	143	120.2

Mr. and Mrs. Roy L. Jowers (Beaumont meter department) on the birth of a daughter, **Debra Kay**, on June 25.

Mr. and Mrs. John B. Haltmar on the birth of a son, **John Steven**, May 27. **John Bob** is a senior engineering assistant in the Navasota distribution and planning department. The **Haltmars** also have two daughters, **Beverly** and **Donna**.

Mr. and Mrs. Burl Prueitt on the birth of a daughter, **Jeana Daire**, June 8. The **Prueitts** have a son, **Ronnie**, who will be 6 this month.

—PT—

It's a good idea to remember that **Reddy Kilowatt** can serve you well only if you have proper wiring over which electricity can travel to your lights and appliances.

We Can Learn Science or Russian

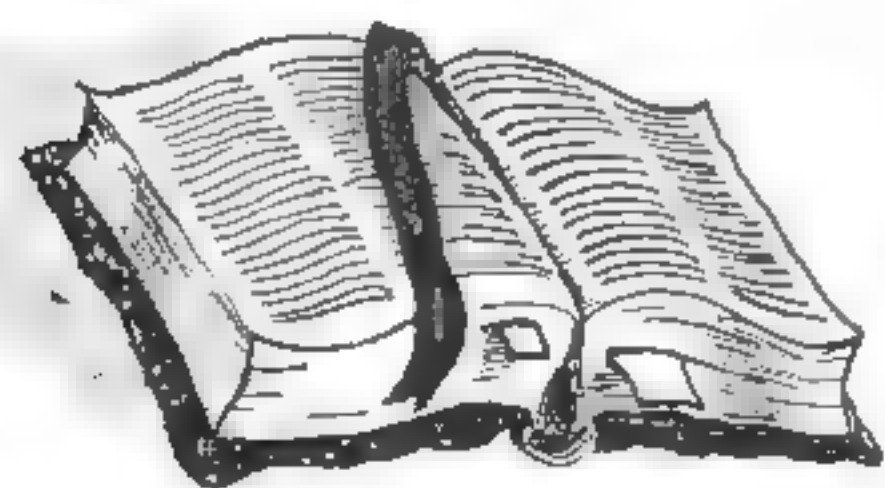
WE definitely are losing the cold war with Russia on one front—the Soviet is turning out scientists and engineers at a much faster pace than the U.S.A.

In May, Harlow H. Curtice, General Motors president, at the dedication of that company's new Technical Center, sounded this warning: "Today we are being put to a competitive test, a struggle for survival. We are being challenged in this one area of technological progress that we have come to regard as the source of our greatest strength. We must see to it that a larger proportion of our young people have the opportunity and the incentive for embarking on a scientific or engineering career."

Dr. Lawrence R. Hafstad, director of General Motors research staff, emphasized the warning of his Chief as follows: "Our choice is brutally clear. As a society we can either learn mathematics and science — or **Russian**."

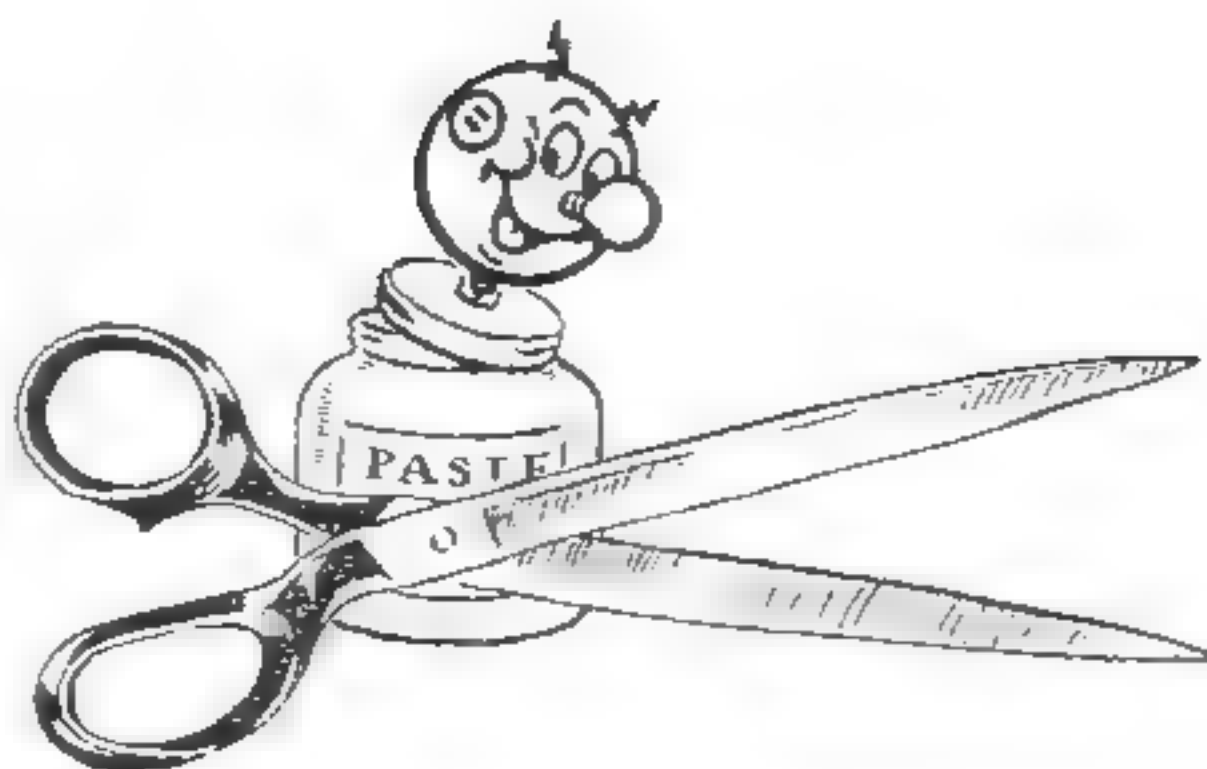
American business enterprise has proved the value of research — industries applying scientific methods and using modern appliances have made the greatest progress and have paid the highest wages. But, today the proportion of American students taking courses in science is smaller than ever before. Provisions must be made on an extensive scale to encourage our young people to study science. To repeat the warning of Dr. Hafstad: "We can either learn mathematics and science — or **Russian**."—M. EGGLESTON.

From The Bible



And He said unto them, Where is your faith? . . . (St. Luke 8, 25)

As Jesus Christ inquired of His disciples, so does He inquire of each of us this very day: "Where is your faith?" Without that faith, nothing is possible to us except frustration, unhappiness; with it all good things are possible—for truly Faith is the Answer.



Dam Project

The Senate has rejected an attempt to force abandonment of private development of water power resources at Hells Canyon on the Snake River. The vote was 51 to 41 — a wider majority than most people thought likely. The action was decisive, however, and effectively stops — for this session and possibly for all time — legislation which would have authorized a single federal dam.

Idaho Power Company already is building the first of three dams and power plants under a Federal Power Commission license and can now proceed without the threat of Congressional imposition of the alternate federal project.

Company officials, contractors, materials suppliers, laborers, and others involved in the dam project are now able to breathe in an atmosphere free from the smog of federal power and the fumes of socialistic ideology. The Snake once again is flowing clear and free.

Electricity will "come on the line" from the first dam, Brownlee, within two years, meeting the growing power needs of the area none too soon. Power from the Oxbow plant will come in second, followed by the third dam at the Hells Canyon site downstream.

The three-dam project has been scheduled by Idaho Power on the basis of increasing industrial and domestic use of electricity in Southern Idaho and Eastern Oregon.

Idaho Power is integrated with other Pacific Northwest utilities through the Northwest Power Pool.

It is our belief that this region will gain from the private project more quickly and more lastingly than if a federal project had been authorized. Setting aside the political objectives of the Hells Canyon issue, proponents and opponents alike should be willing to admit that the Snake will not go to

What Others Are Saying

Hells Canyon in a hand-basket.

Instead, the entire Pacific Northwest will prosper and profit from that sound and economical system called private enterprise.—WASHINGTON REPORT.

Rubber Production Stretches

Production by private enterprise has scored one more victory over government production — this time synthetic rubber has carried the ball.

Synthetic rubber was a mere babe when this nation entered World War II — Uncle Sam took over. The war emergency over, Uncle Sam hung on, as is too often the case.

But on April 29, 1955, the last of the big government-owned plants was turned over to private industry. Result: The private synthetic producers turned out 970,468 long tons of synthetic rubber in 1955 — more than the industry had ever produced in a single year. Production in 1954 was about 620,000 long tons.

That means that in the first year out of government hands, production of synthetic rubber was up 50 percent.

Why? It's the same old story but worth repeating because the social planners still don't understand it. Business can be done faster and more efficiently when free of the regulations and delays that go hand in hand with government ownership.

Now, if Federal Government can be persuaded to get out of a lot of other businesses in which it is unconstitutionally engaged, we should witness some more big "stretches" in production. — M. EGGLESTON.

—PT—

Now They've Done It

The 18 hole Arroyo Seco golf course at South Pasadena, California, is lighted for night play. Holes vary from 90 to 130 yards. Power consumption in a winter month reaches 43,840 Kwh. This includes energy for water pumping—ELECTRICAL WORLD

Could Reduce Taxes

The benefits that result from getting government out of business are many. For one thing sale of the properties could bring huge sums to the Treasury, to be used for debt reduction or tax reduction. For another, when these businesses go into private hands, they become tax-payers—instead of subsidized tax-eaters. Most important by far in the long run, every time government takes a step in this direction, the free enterprise system, upon which representative government itself rests is strengthened and vitalized.—EAST PRAIRIE EAGLE.

—PT—

DID YOU KNOW? . . . It takes 16 years for some kinds of orchids to bloom . . . Behind the wheel a human being can become a blooming idiot in a split second.—NATIONAL SAFETY COUNCIL

—PT—

Sound Nuclear Power Program

The executive vice president of the National Coal Association had something to say before the Congressional Joint Committee on Atomic Energy which is worth national attention.

The coal industry, he said, does not oppose the government's present program or orderly research and development of experimental nuclear power plants.

But it does strongly oppose a proposed "crash" program, whereby the government would build and operate six commercial-sized plants to generate electricity from the atom. This opposition is based on several points. For one thing, there is no current domestic need for the development of a new source of power. For another, the construction of commercial nuclear power plants with the government paying all the costs would be a "long stride toward complete socialism." For still another, the result would be the construction of unnecessary plants, duplicating experimental plants, at high cost to the taxpayers, for the production of high-cost power. And, finally, beneficial results can best be obtained by orderly research and development of nuclear power possibilities, with the possible encroachment on the private enterprise system.

This is a sound position. Nuclear development for the production of weapons of war, which only government can undertake, is one thing. Nuclear development for the commercial sale of power, which is in no way a government function, is as different as day from night. — MISSISSIPPI POWER & LIGHT COMPANY NEWS.



"Maybe you can't take money with you—but where can you go without it?"

Paying For Power Projects

It makes no sense to us that the people of Ohio should be required to pay part of the electricity bills for individuals and industries in Tennessee and other states served by public power projects. But they do pay part of the costs, due to the fact that the public power projects pay no federal taxes or financing costs on the money they get from the Federal Government.—

CLEVELAND PLAN DEALER

ON "MONEY — A WARNING

The love of money, so says the good book, is the root of all evil; and in this connection the prophets of old told this tale:

There was a miser who came to see a man of God. The man of God led his visitor to the window.

"Look there," he said, "and tell me what you see."

"People," answered the miser.

Then the man of God led his caller to a mirror. "What do you see now?" he asked.

"I see myself," answered the miser.

Then the man of God said: "Behold—in the window there is a glass and in the mirror there is a glass. But the glass of the mirror is covered with a little silver, and no sooner is a little silver added than you cease to see others and see only yourself."

—Anonymous

—PT—

Utilities Must Look Ahead

In buying power plant equipment, the policy isn't "cash and carry" but "order and wait." It takes 12 to 20 months to get structural steel, 18 to 24 months to get a steam generator (boiler), 24 months to get a turbine-generator, and 6 to 12 months to get a power transformer — ELECTRICAL WORLD.

Mr. and Mrs. America Favor Investor-Owned Power

On June 19, the citizens of Ogdensburg, N. Y., voted down by 2,694 votes to 1,730 a proposal for a municipally-operated electric system. Under the proposal, the city would have acquired the electric distribution system of the Niagara-Mohawk Power Corp. within the Ogdensburg city limits and used these lines to supply homes and industry with power purchased from the New York State Power Authority.

The Authority had reserved 35,000 kilowatts for Ogdensburg in case the voters had decided on municipal operation. The Authority at present has no power plants, but it expects to begin generating power in 1958 or 1959 on the St. Lawrence River near Massena, N. Y. The percentage of the votes cast against the politician's political power was 61.4 per cent.

And get this! On June 12, 1956, voters in Jackson, Mississippi, voted overwhelmingly in favor of granting Mississippi Power & Light Co. a new 25-year franchise. The vote was 4,080 to 67 or a ratio of 60 to 1. No, that's not a typographical error — the ratio

was sixty to one.

On April 25 this year, members of Sandy Cooperative, Sandy, Oregon, voted 571 to 99 to get out of the power business by selling their electric properties to Portland General Electric Company.

Last November, the citizens of Amherst decided they'd had enough of public power. They voted to sell the village's electric generating plant and distribution system to Ohio Edison Company.

The town of Cassville, Wisconsin, in January of this year voted 339 to 3 to sell its municipal power system to Wisconsin Power & Light Co. Those 3 who voted "no" must indeed be lonesome souls.

With each passing day it is becoming more and more apparent that Mr. and Mrs. Average American are in favor of leaving the production and sale of electric power to the investor-owned companies. Whenever given an opportunity in a free election to register their preference, they decide against public power. — GEORGE PECK.

over the COFFEE CUP



BEAUMONT

Jack Martin, customer accounting, returned from a July vacation to Washington, D. C. and Norfolk, Va.

Laura Barclay, customer accounting, has announced her engagement and approaching marriage on August 30 to Teddy Berry in Chapel of First Baptist Church at 7:30 p.m.

Jo Anne Sherman, customer accounting, has announced her engagement and approaching marriage on September 7, to Larry Joe Hearne in the First Methodist Church in Nederland.

Pat Craus was welcomed back to Customer Accounting in July after a week vacation at Gilchrist.

Mary Helen and Norman Ener vacationed to Dallas to visit former Gulf Stater Joan Landry. Jalyne Lindsey vacationed to Gainesville, Fla., to visit husband C. B., who is playing ball for the St. Louis Cardinal's farm club.

New employees in Beaumont Customer Accounting are Doris Jordan, Marie Rafferty (for the summer), Jo Anne Sherman, Barbara Cobb, Pamela Shireen Dallison and Byron Wilcox.

According to the July 14, edition of the AIR FORCE TIMES, Capt J. L. Rumfield, an Engineering Assistant in the Navasota Division office, has been promoted to the grade of major in the Air Force Reserve. He is a member of the 9807th Air Reserve Sqdn., Bryan, Texas.

Charlotte Bass, Beaumont billing, and her husband, Bill, took their son, Bill Jr., to San Antonio to see the Alamo and Brackenridge Park. They also spent a few days in Houston, loafing by the motel pool.

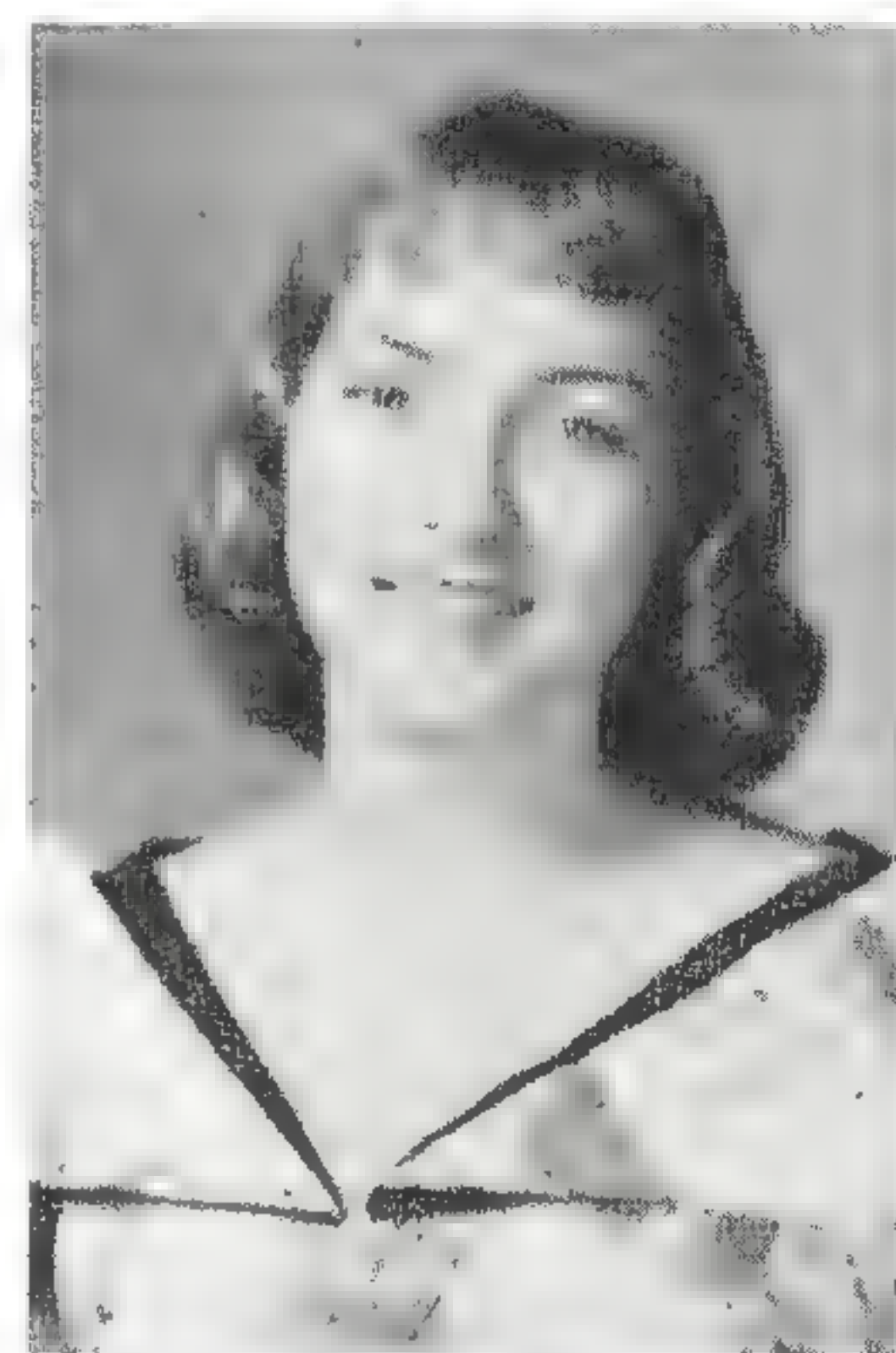
Two other billing department employees vacationed in July also. Nancy Wallace traveled to California and Sally Dowden went to Havana, Cuba.

Patricia Margaret Phelan, of Beaumont, and Victor Prentice Gayle, Jr., son of the V. P. Gayles (he's sales promotion supervisor in Beaumont) will be married September 8 in Beaumont. Miss Phelan is the daughter of Mrs. Cornelius Myers Phelan of Beaumont.

Mrs. Thelma H. Carson, home service advisor of Kitchen Planning Center, Beaumont, returned to work the last week in July after a two week vacation. Mrs. Carson vacationed in Denver, Colorado, visiting her mother and sister. She made trips to well known mountain resorts at Idaho Springs, Echo Lake, Evergreen, El Rancho, Red Rocks Park and Central City, famous for its summer opera. Mrs. Carson visited with friends in Dallas for two days enroute home.

The Houston Chronicle awarded Mrs. Grace Brooks, home service department, Beaumont, a five dollar prize for her recipe for bread and butter pickles which she entered on July 19, in the paper's This Is a Favorite contest.

BATON ROUGE



Colleen Bolton

A new comer to the Baton Rouge accounting department is Colleen Bolton. Colleen was named "Miss Shape" while attending Baton Rouge High School last year. Her sister, Shirley, is also in accounting. The girls are daughters of the late O. K. Bolton, a beloved Gulf Stater of some years back.

ORANGE

Orange accounting department has a new cashier. She's Sue McHan, a pretty little redhead. Sue is engaged and looking forward to her forthcoming wedding on August 25, at Fort Hood.

T. O. Charlton, Orange superintendent, has returned from four weeks of school at the University of Michigan. It wasn't exactly a vacation but he seems to have had a pretty good time.

Several Orange Gulf Staters enjoyed vacations during July. Among them



Members of the Louisiana Northern District, Tullie Brady, Millard Smith, Irvin Franzede, Mrs. Nancy Johnson, all of the Clinton Office; W. B. McMorris of Jackson and Ernest Kelly and George P. Guins of Zachary, each put 25 cents into a "kittie" every payday for a once-a-year celebration with their wives and children. On June 22 the group rented the swimming pool at Clinton and each family brought its own dinner of fried chicken.

Guests attending the party were Mrs. Tullie Brady, Mrs. Earnest Kelly, Mrs. George Guins and children, Mrs. Millard Smith, Mrs. Irvin Franzede, Mr. and Mrs. Bill Goff, Mr. and Mrs. Charlie Foss, Miss Chambless of Baton Rouge and Mr. and Mrs. J. W. Lamm, Supervisor of the Western Territory.

were Bob Saide, L. J. Sonnier, Frank Otto, Bessie Howard and Mollie Matthews, who ventured to Baton Rouge and other parts of Louisiana. LaVonne Smith visited her family in Arizona. J. P. Pevoto visited his children in Lake Jackson and College Station, and Dude Johnson enjoyed the cool weather of Colorado.

LAFAYETTE

A newcomer in the Lafayette T & D Department on the line crew is Allen J. Hernandez, whose home is in Lafayette. Welcome to Gulf States, Allen.

Enjoying the comforts of their newly constructed homes are Mr. and Mrs. Harold Beaugh and family of Church Point and Mr. and Mrs. Joseph A. Hebert of Lafayette. Mr. Beaugh is a district serviceman in Church Point and Mrs. Hebert is a Dept. Clerk in the T & D Dept.

A commercial cooking demonstration was held recently with J. R. Peckham as chief chef, assisted by Rufus Mier, commercial salesman. All Lafayette district servicemen, appliance men and commercial salesmen attended the demonstration. An assortment of seafoods and chicken was enjoyed by all.

Happy Birthday to: Joseph Gallet, Henry Buckalew and Corbett LeBlanc.

Mr. and Mrs. Odelon L. Romero enjoyed a week's vacation at Grand Isle, La. Mr. and Mrs. Lester J. Gauthier also enjoyed their vacation at Grand Isle.

Others who enjoyed vacations were

Leroy Boutin, Henry T. Buckalew, Hugh R. Foreman, Joseph Gallet, Edwin Judice, Julien Perry, Horace P. Trahan, Whitney Trosclair, Harrison Carlin, and Nathaniel P. Broussard.

JENNINGS

A combination birthday and retirement party was given M. E. Dennis, Tuesday July 24, in Jennings.

Celebrating his 65th birthday and 43rd year with Gulf States, Mr. Dennis was presented with a rod and reel as a token of high esteem from the employees. To show their appreciation for "keeping Mr. Dennis in line", Mrs. Dennis was presented with a pair of silver candle holders and a pair of perma-shape candle stick.

Among guest speakers and well wishers were L. V. Smith of Baton Rouge, Mr. Peckham of Lafayette, Fred Johnson of Lake Charles, and George Medlong, retired colored employee of Jennings. B. J. McMaster was master of ceremonies and made the presentations. Appreciation and thanks are extended to Summa Stelly, Harvey Johnson, Hutt Reed, Martin Wagon, Pat Flynn, and countless others for making this party a joyous and successful one.

LAKE CHARLES

On Saturday night, July 14, the Kilowatt Club, made up of employees from Lake Charles and Sulphur, held its regular summer party at the W.O.W.

Hall on Chavanne St. in Lake Charles. Some 170 members and guests enjoyed barbecued chicken, baked beans, garlic bread, soft drinks and lots of other good things to eat. After everyone had finished eating, music was furnished for dancing by recordings.

Out of town guests attending the party were Mr. and Mrs. Walter House from Orange.

Officers of the Club this year are L. M. Risher, president, Emile Matherne, vice president, George West, treasurer, and Blanche Suydam, secretary. Members of the board are Willie Prejean, Lucina Ory, Malcolm Williams, Albert Buller, Raymond McGowen, LeRoy Courville, Sammie Bono and O'Neil Breaux.

Smith, Gajeske Manage Beaumont Little Leaguers

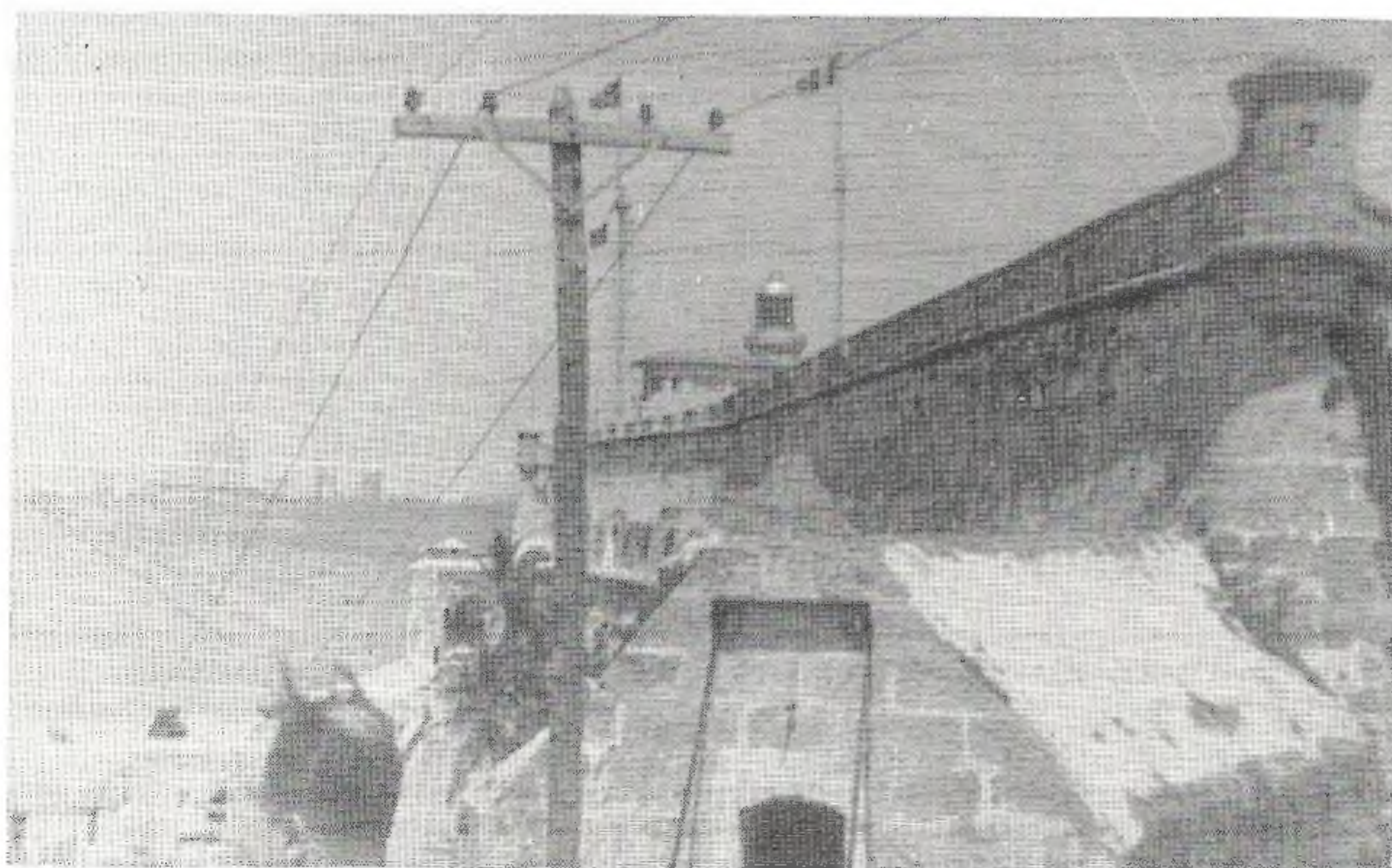


Spindletop Little Leaguers

Gulf Staters Ed Smith and Al Gajeske, Beaumont purchasing, have spent a busy summer guiding Beaumont's Spindletop All-Star little leaguers through a successful season.

The charges of manager Smith and assistant Gajeske were among 32 undefeated teams in the nation until their game with Roswell, N. M., who defeated the Beaumont team in the Region 7 tournament August 13.

The Beaumont stars defeated Greggton, Tex., in Marshall last week to take Section 1 honors, after grabbing area play against strong competition in Port Arthur.



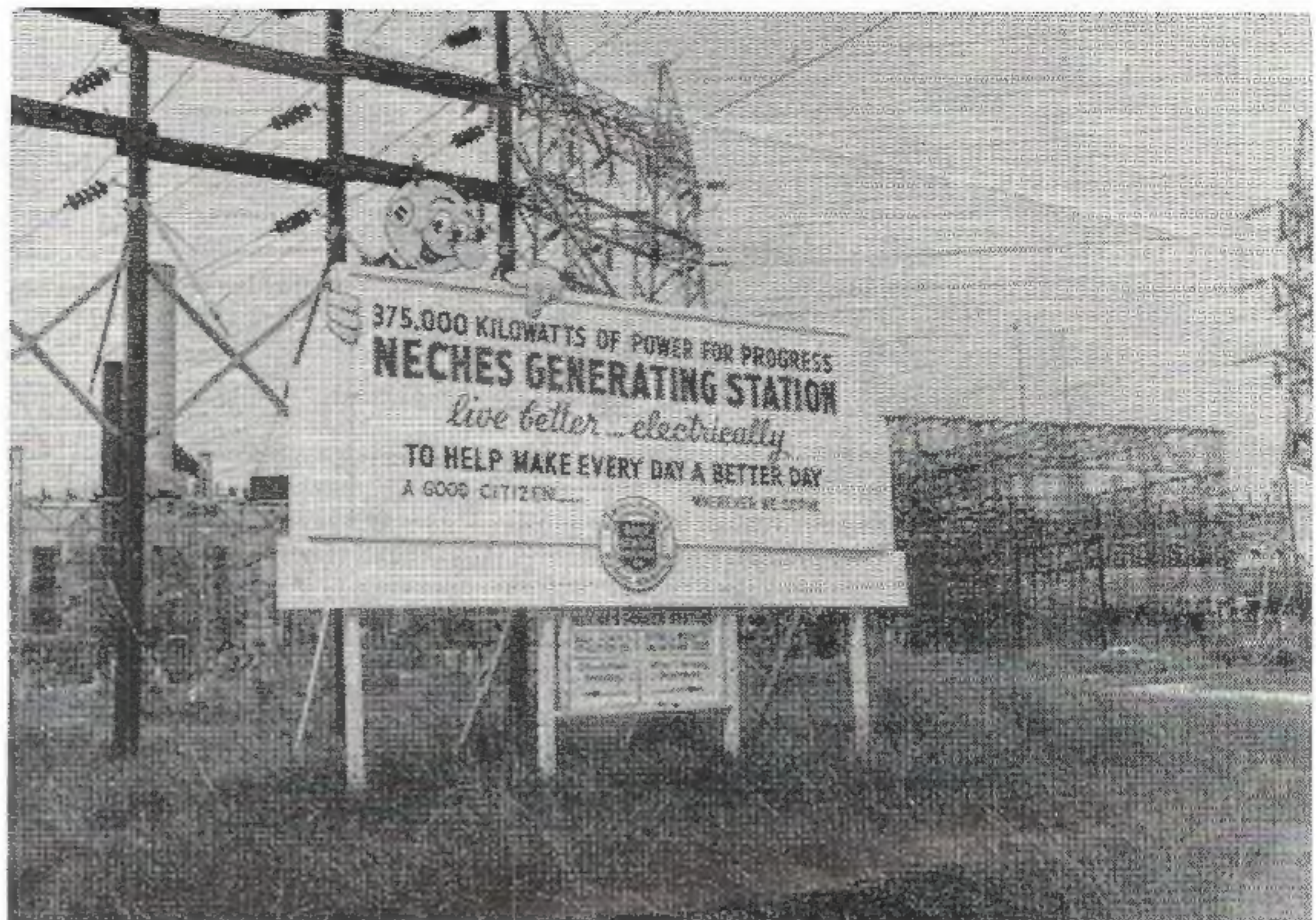
Sally Dowden, Beaumont billing, brought back proof from her vacation in July of modern lighting even in ancient castles today. The power lines supply electric lighting for the Morro Castle in Havana.

GROWING with Gulf Staters



"Look at that cake." Leslie Sue Turner, daughter of Jim Turner, Beaumont advertising, celebrated her first birthday July 5.

Pictured below are two of the Customer Contact Course classes (Beaumont and Orange) being given throughout the system for Company employees during August and September. The purpose of the classes is to re-emphasize good public relations procedure for employees who contact the public on behalf of GSU. The five classes are "Principles of Customer Relations," "Telephone Interviews," "Office Interviews," "Field Interviews," and "Correspondence."



This newly painted sign has replaced the old one near the Neches Station entrance, where it can easily be seen by motorists enroute to the assembly hall or power plant and also by people doing business with Stone and Webster, contractors working on the new unit. The sign was originally placed next to the old guard house building.

No. 478 Calvert, Texas, Jan 2-1903 190

M. B. Dodge

To Calvert Water, Ice and Electric Light Co., Dr.

To Water for 3 months ending April 1	1902	\$ 1.60
To Meter Rent ending April 1	1902	.60
To 16 c.p. Lights ending April 1	1902	1.80
To 16 c.p. Lights for 2 months		7.00
To Extra Cord		.50
Total		\$11.50

Received Payment, *10/30*

(Read Rules and Regulations)

Labels payable monthly in advance. Labels paid for by the consumers after first installment. The Company reserves the right at any time to discontinue service. The Company shall have the right to order any householder, the holder of a contract or removal of any lamp, wires or fixtures at its risk. This label is the property of the company and will be charged as rental on return.

Shades of the past. Phil Newman came across this receipt of payment in the Calvert, Texas office, which was made out over 53 years ago. The writing, a little dim but legible, shows water charge for three months—\$1.60, meter rent—\$.60, lights—\$1.80, and a charge of \$7.00 for installing two 16 c.p. lights and \$.50 for extra cord. Total \$11.50.

FUN FOR BOYS AND GIRLS!

★ A TREASURE CHEST OF THINGS TO MAKE AND DO ★

Copyright, Vanguard Features Syndicate

IMPRINT Your TRADEMARK

By CAPPY DICK, Author of "The Stay-At-Home Book"

Printing with a stick, you can make your trademark on all your writing paper. It's lots of fun to do.

Into the smooth, flat end of a stick or pencil stub that has no eraser on its end, cut a simple design with a sharp knife. Typical designs are shown in Figure 2.



FIG-2

Figure 3. The sticks will print best if you place a pad of paper beneath the sheet on which you wish to make an imprint.

If you have a club, design a special imprint all the members can use.

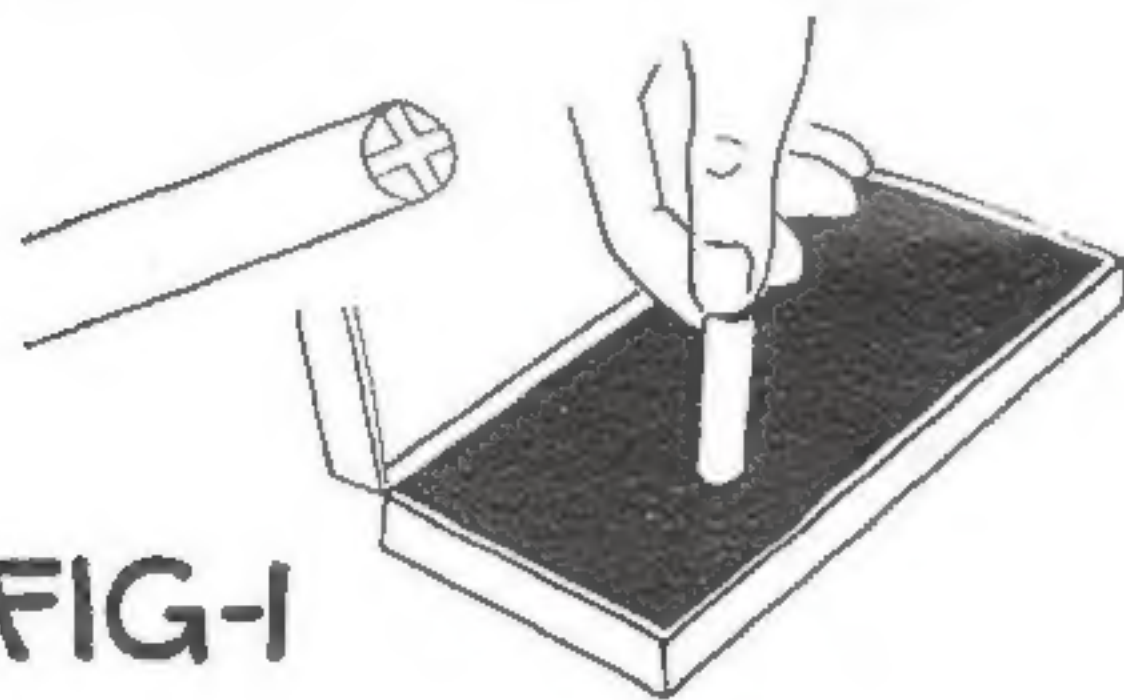


FIG-1

Make the cuts very clean and about one-eighth inch deep.

Press the design upon a rubber-stamp ink pad as in Figure 1. Then press it on a piece of paper. This will reproduce it on the paper.

Prepare several sticks with a different design cut into each. You can then make a fancy pattern of several imprints as in



FIG-3

VANISHING SPOT A MYSTERIOUS STUNT

Here's a mystifying optical illusion that's lots of fun to try on yourself and your friends:

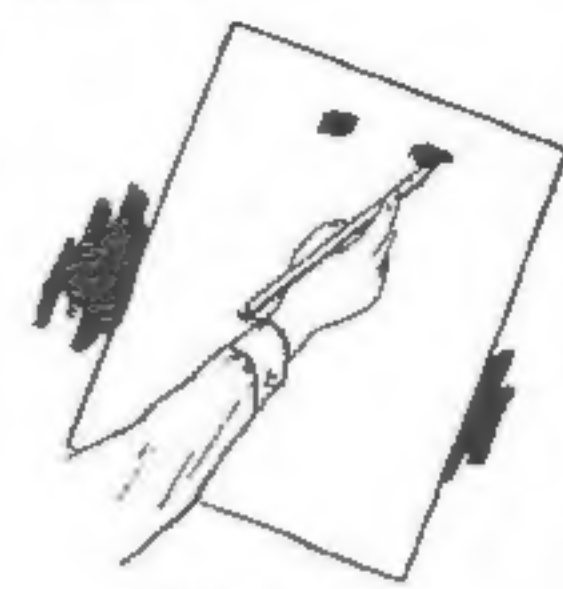


FIG-1

With ink, draw two spots near the top of a piece of paper (Figure 1), making them three inches apart and each as big as a nickel. It is also important to make them on a straight line.

Hold the paper in front of you at ordinary reading distance. Close your left eye and look at the left-hand spot with your right eye. Move the paper up and down very slowly (Figure 2). Suddenly you will discover that when the paper reaches a certain place, the right-hand spot has completely vanished! It's still on the paper, of course, but your right eye is unable to see it when the paper is at that certain position. Try it out on Dad and Mother.

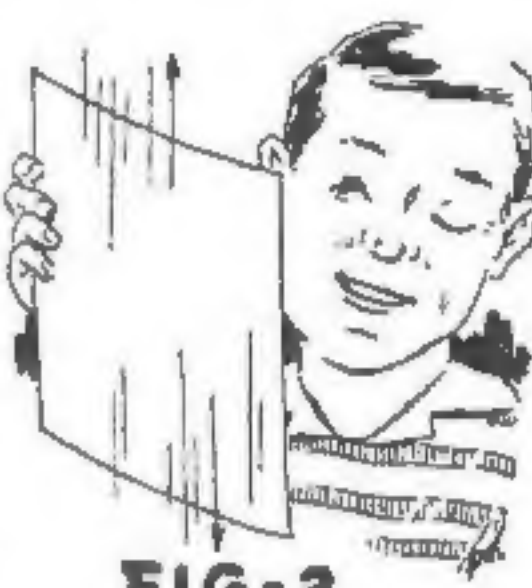


FIG-2

You will also discover that by moving the paper just a trifle up or down you can cause the spot to reappear.

RAINBOW WRITING

Rub several colors of crayon all over one side of a sheet of paper (Figure 1). Place the crayon side down on another

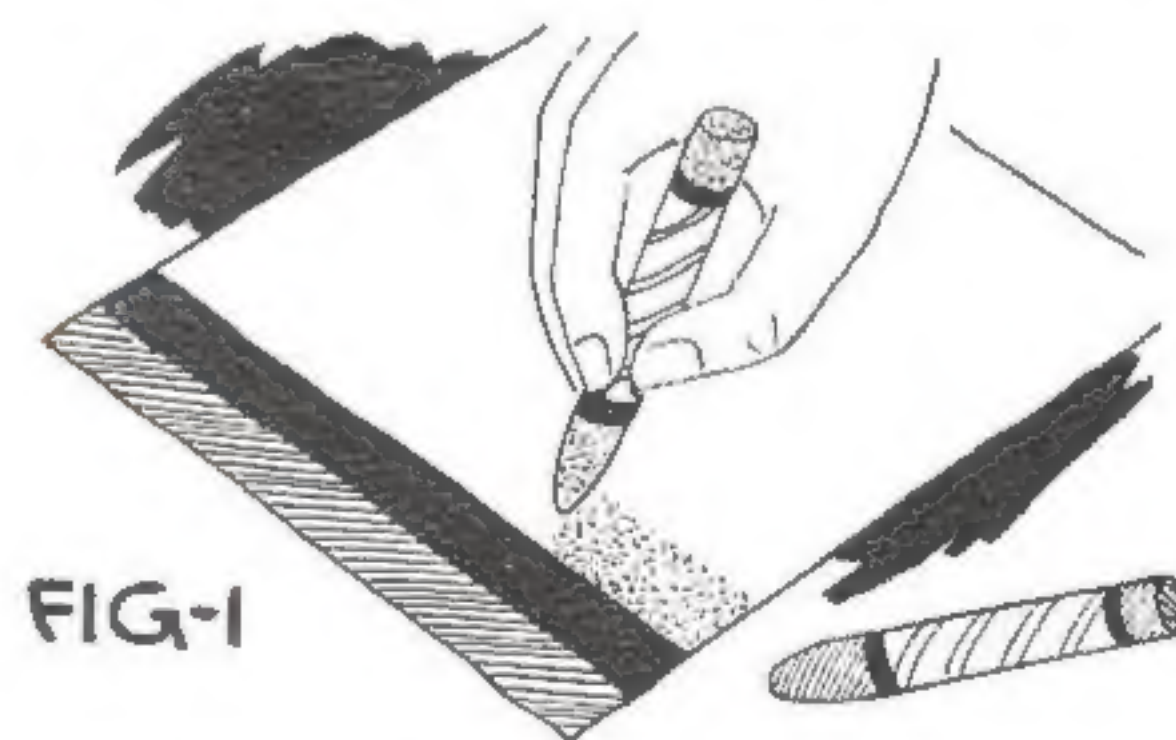


FIG-1

sheet. Write on the back of the crayon paper (Figure 2) with your pencil, pressing hard as you do so. This will reproduce your writing in all the different colors. That's why it's called rainbow writing. Try it next time you write a letter to a friend.

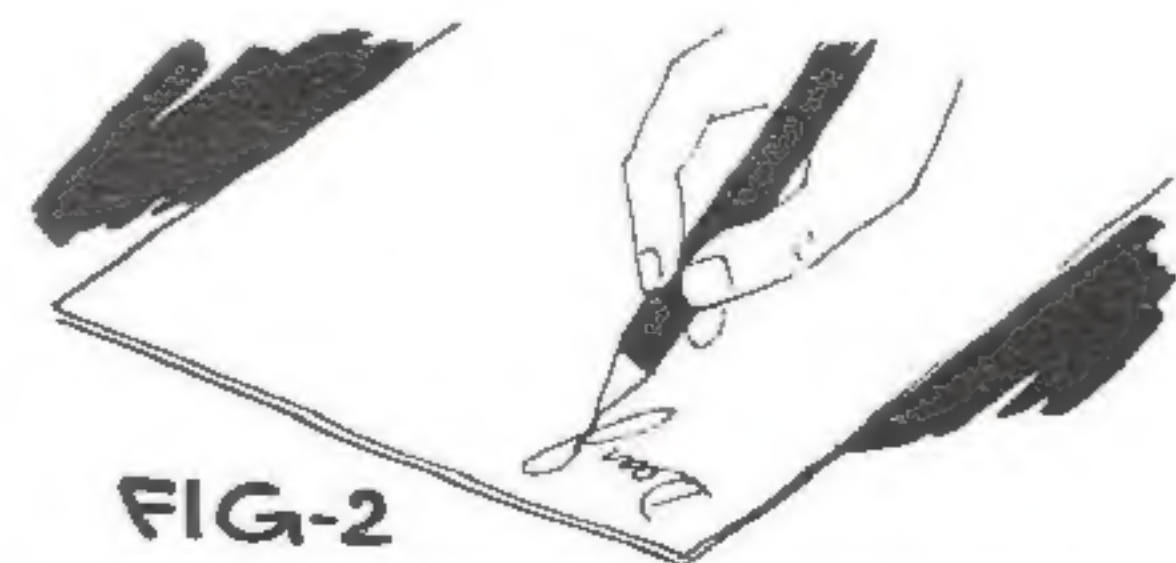


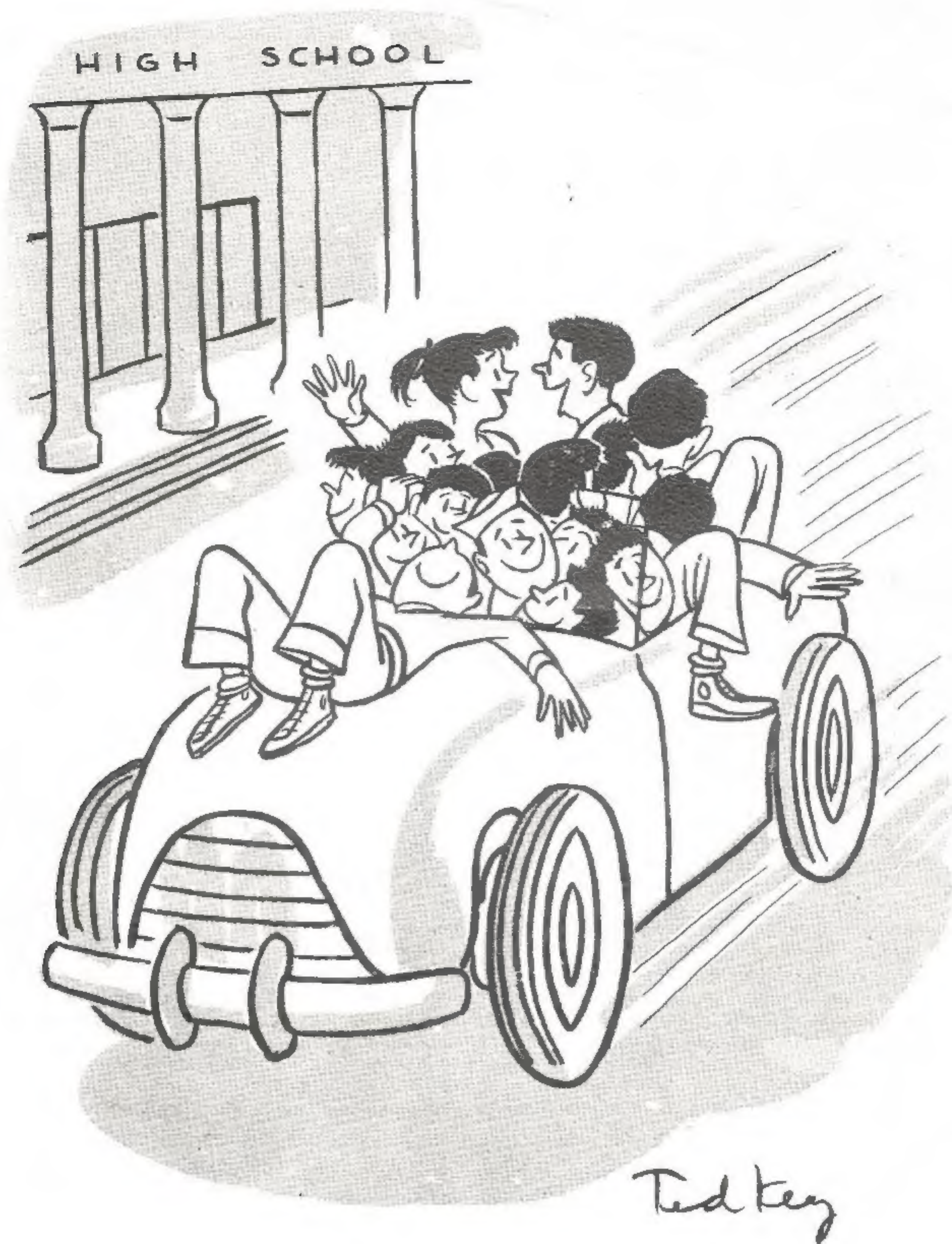
FIG-2

What Kinds of Fish Have These Boys Caught?



If you unscramble the letters on the fish you will discover what kinds the boys have caught. The black letters spell one fish, the white ones another. The correct answer is on this page.

ANSWER TO PUZZLE
The boys have caught perch and bass.



"Who's driving?"

SPEED AND RECKLESSNESS:

Drivers Training Program Prime Target

The record for drivers under 25 years of age deteriorated sharply in 1955. Young drivers constituted 27.1 percent of the total involved in fatal accidents as compared to 24.1 per cent of the total in 1954.

Particularly alarming is the fact that the increase occurred among drivers involved in fatal accidents rather than non-fatal accidents. This leads

inevitably to the conclusion that speed and recklessness are the prime ingredients of such accidents.

Drivers over 25 years of age, by far the largest group of operators, improved their record substantially in 1955, particularly in the category of fatal accidents. Thus underlining the thesis that speed and recklessness should be the prime targets of our nation's driver training program.